



Rely on it.



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Follow the signs of trends and colours



RAW COTTON

With a gentle touch, Raw Cotton conveys a color that takes the simplicity of white in a new direction. Ever so slightly "off," it is a warm, new vision for lightness.

"Raw" can be rough and untamed, but in the case of Raw Cotton it is pure and authentic, and marks the beginning of a color journey. This color offers a blank canvas with which to let design flourish. It does so by providing a perfect space on which light and shadow, texture, and sheen can create excitement. This is not a color that stands back, it is engaged and floats within a space, or on a product, lifting whatever it graces to a new level of freshness.

Cotton itself dates back to pre-historic times, and the color of Raw Cotton embraces a historical note while feeling completely modern and forward thinking. The soft, fluffy nature of cotton, the subtlety of its coloring, and the strength of the inspiring fibre come together to suggest the visual strength of this new trend color.

It is an amazing color for interior use as a hue that can shift to suit moods and styles. Used for furnishings, Raw Cotton's lightness can visually lift grand installations, opposing the scale of cabinetry and built-ins to create approachable designs. It can be an inspiring hue for textiles and wall finishes, too, as Raw Cotton introduces an effortless color that bounces light within a space, acts a counterpoint to other colors, and can create high contrast used with deeper hues.

The new trend color adds to a simple monochromatic vibe when combined with *Sand Grain* and the new design *Coast Evoke Oak*. The colors and patterns, working together, beautifully interpret transitional styles. Of course, Raw Cotton is an excellent counterpoint to colorful mixes like *Lemongrass Supermatt* and *Ocean Breeze Supermatt*, adding an additional point of brightness. For a dramatic statement, Raw Cotton is exciting in high contrast to *Mineral Grey* and the stone design *Makalu Darkgrey*, all well suited to modern spaces.

Original, refreshing and exuding natural purity, Raw Cotton is an authentic color that appeals to a crisp sense of color and a wide world of design possibilities.

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Moretti Contact

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